RURAL AREAS DEVELOPMENT AT WORK

U.S. DEPARTMENT OF AGRICULTURE • OFFICE OF INFORMATION • PA NO.625

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In the 1950's, scientific and technological advances in agriculture brought a new level of abundance to America—and cost three million farmers their jobs.

On a Pennsylvania dairy farm, the hired man had to move on when his job was taken over by a pipeline milker and an automatic barn cleaner.

In a Georgia cotton field, pre-emergence weedkiller replaced the sharecropper with a hoe.

On the Iowa plains, a corn farmer switched to minimum tillage, bought a picker-sheller, then cut his work force by a third.

In the State of Washington, a small apple grower was forced to sell the family homestead because he couldn't grow the large volume of uniform apples demanded by the supermarket chain.

In New Mexico, a Spanish-American and his family went on relief when an automatic harvesting machine moved into the pecan grove.

In towns and small cities with a farm-centered economy, a creeping paralysis enveloped Main Street.

The shoestore owner had to dismiss his salesman because half his custo-

mers had moved to the city in search of work. The hardware operator went bankrupt when his remaining customers started driving to a nearby city to shop in a modern, well-stocked hardware store.

Construction came to a standstill. Tax bases began to deteriorate. With them went a decline in community facilities and services.

In the "coal towns" of Appalachia and the iron ore communities of the Northern Great Lakes, the situation was even worse.

Poverty had become entrenched.

A new term was being used to measure joblessness—the second or third generation "reliefer."

Then, a new force entered the scene—Rural Areas Development.

Rural Areas Development (RAD) helps rural people use Federal and State programs to create new jobs and develop needed public facilities.

RAD emphasizes the use, not idling of land; the development of communities, not their stagnation and decline. Its aim is to create new opportunities, ranging from on-farm recreation for pay to new industry, from improved housing to modern community water systems, from new ways to utilize what the land produces to more adequate supplies of water for industry, recreation, and agriculture.

In short, RAD is whatever rural people do to improve their economy. It is their program. The Department of Agriculture helps them organize and survey their resources, but then it is up to the local citizens serving on the RAD committee to decide what will be done, when, and how. If the RAD committee needs technical advice or Government funds to help get private sources to invest in a project, the USDA Technical Action Panel helps put the committee in touch with the specific Government agency that can supply the missing ingredient. The Technical Action Panel, composed of local USDA field personnel, works with the RAD committee in an advisory capacity.

The goal, as always, is to help people.

N–48567

. . . these men organized a Rural Areas Development committee.

They turned a farm into an industrial park, and got this plant to locate there.

N–48508

For example, in Johnson County, Tennessee . . . .

N–48512

Mrs. Vaughn Miller got a job in the plant.

N–48526

Her husband, who works in a Main Street furniture store and farms part-time, found business picked up.

N–48582

As a result, they moved from this house . . .

N–48530

. . . into this one, with the help of a Department of Agriculture rural housing loan.

Then they went looking for new furniture and appliances, pumping dollars into the economy both in Johnson County where they bought this stove, and in the city where it was manufactured.

N–48562



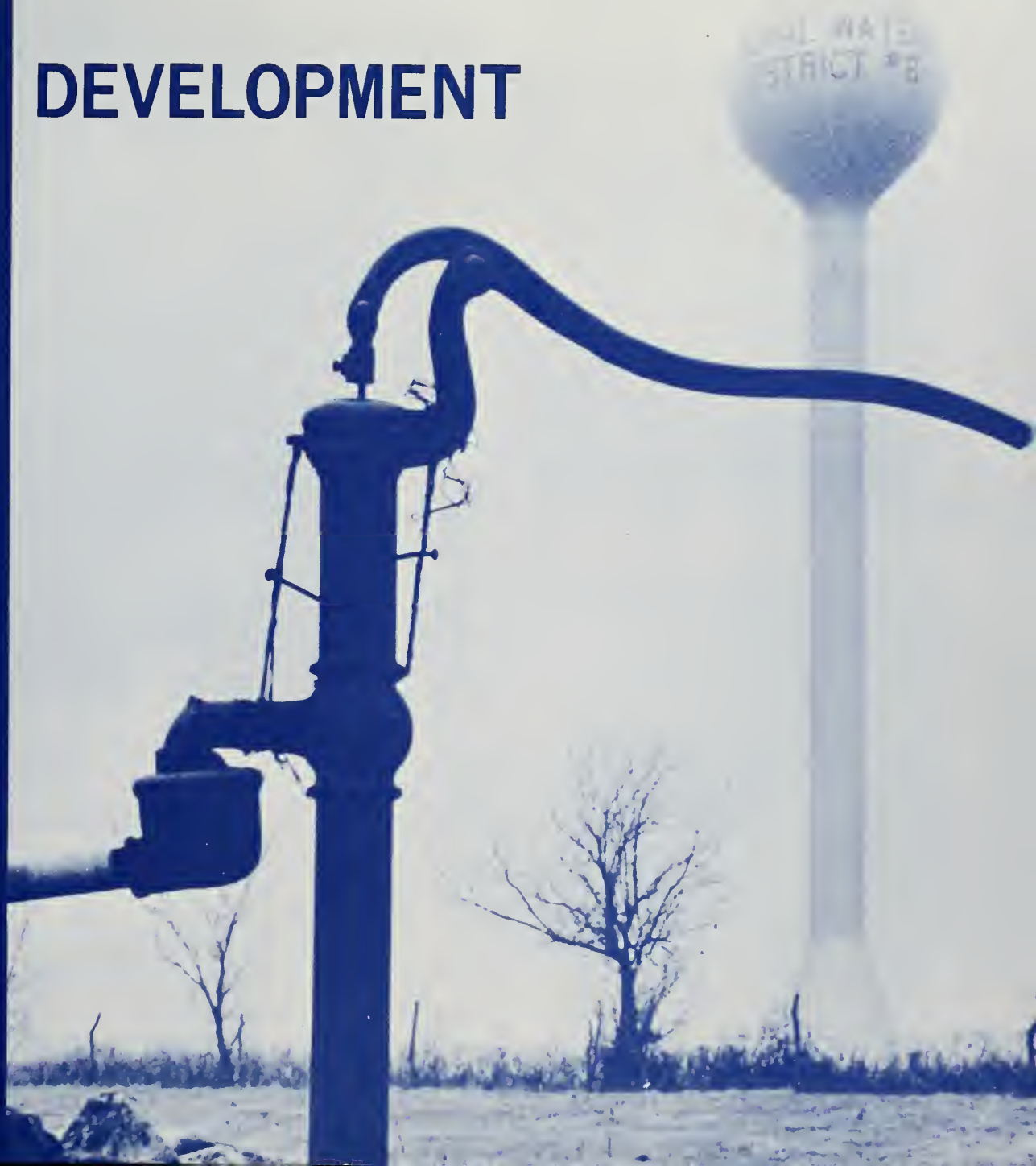

Nationally, more than 75,000 local people working on 2,284 RAD committees created an estimated 110,000 new jobs in rural America in 1963.

How?

Let's take a look at some things they did to improve their communities. It will give you a better understanding of Rural Areas Development.

Because RAD embraces all phases of the economy, we have grouped these development activities under separate headings. They include: Water Development, More Jobs for Rural People, Recreation—A New Farm Crop, Watersheds Pay Dividends, Higher Income for Family Farmers, Better Rural Homes, New Uses for Cropland, New Ideas—New Farm Markets, Modern Community Services, Developing Our National Forests, and Training for New Jobs.

WATER DEVELOPMENT



This symbol of the past—a hand pump—contrasts sharply with a 50,000 gallon water tank which provides water to 326 farm and rural families near Topeka, Kansas. In 1963, USDA made loans totaling $17 million to 150 water associations to provide modern water systems serving 56,000 rural people.

BN-21824

Periodic floods and summer droughts once plagued Duncan, Oklahoma. During prolonged droughts water was rationed, threatening industrial shutdowns. Then the city joined the Stephens County Soil Conservation District and USDA in developing a watershed project. A flood detention dam was enlarged to hold extra water for municipal use and recreation. With floods stopped and adequate water assured, refineries and oilfield service firms announced expansions totaling $9 million. Retail sales hit $42 million in 1962, 7th. highest in the State, though Duncan is 16th. in population.

Okla—11882

N—50176

Burned out by fire, this Borden, Indiana, cabinet plant was back in production 4½ months later. And there were 265 employees—70 more than before the fire. The RAD committee raised $342,000 and got a $577,118 Area Redevelopment Administration (ARA) loan to help the firm rebuild. The plant's $1.4 million a year payroll is protected by improved water facilities for fire protection—made possible by a $16,000 ARA grant to the town of Borden.

When a RAD committee in Indiana found lack of a community water system was retarding economic development of the Memphis-Henryville area, local people formed a non-profit corporation and borrowed money from USDA to finance a modern water system. Formerly, they got their water from wells or roof runoff water stored in cisterns.

N—50189

N—51697

In a Texas community where 37 families lived two miles beyond the water mains of Somerville, mothers often had to skimp on water for washing, forget house cleaning and even ration baths during dry periods. Some families had begun to talk of selling at a loss and moving away. Then they heard about the USDA water loan program and formed a non-profit water association. The 37 families put up $1,260 and USDA insured a $24,000 loan by a local bank. When the water was turned on six months later, the community's water woes vanished.

MORE JOBS FOR RURAL PEOPLE

N—48572

This new garment factory is located in a 30-acre industrial park developed by the local RAD committee in Johnson County, Tennessee. It employs 204 people and has an annual payroll of $500,000. A $106,300 ARA loan and grant helped the county build a water and sewer system to the park.

During 1963, RAD committees used ARA loans and grants to start commercial and industrial or public facility projects that created about 25,000 direct jobs in rural America.

N–50175

On land that once added to the surplus corn inventory, a bulldozer breaks ground for a sand quarry that employs 35 men. A $187,804 USDA loan and a $470,750 ARA loan helped finance this Indiana project.

With $510,000 borrowed from ARA, USDA and the Oklahoma Industrial Finance Authority, a carpet manufacturing company began operation in fall of 1963 at Anadarko, Oklahoma, with 50 employees. Within one year, the firm plans to employ 180 people. Within 10 years, its payroll is expected to number 1,000. Caddo Electric Cooperative provided technical assistance and obtained a $60,000 loan from USDA which it re-loaned to the company. USDA also recommended approval of the company's application for an ARA loan.

BN–22462

During 1963, electric and telephone systems financed by USDA helped start more than 500 industrial and commercial projects, creating nearly 32,500 jobs. In North Carolina, rural electric co-ops found that private sources put up $58 for every $1 the Federal government invested in commercial and industrial projects in their service areas.

A company looking for a new factory site narrowed its choice to five communities. When a USDA-financed water line was extended to an area outside Richfield, North Carolina, the company picked that area. The Stanly County Development Corporation, the local RAD committee, constructed a $410,000 building, and leased it to the company. The factory provides jobs for 300 people.

BN—21827

Rural electric cooperatives have a vital role in stimulating local industry. They help in RAD efforts with their own resources and they can also obtain financial and technical help from the Department of Agriculture and other sources. This factory, served by Choptank Electric Cooperative, Inc., in Cambridge, Maryland, produces 400 barrels per day from local wood for locally harvested seafoods and employs 20 men.

N—44057

RECREATION: A NEW FARM CROP

People now swim where livestock once watered on the James Gordon farm near Ithaca, New York. With technical help from USDA, Gordon converted his farm into a campground, with swimming and an athletic field as sideline attractions. The barn became a store to supply campers with ice and food.

N.Y.–992

By the end of 1963, the Department had helped about 17,500 farmers and rural landowners develop income-producing recreation on land no longer needed for growing crops.

W. Va.-711
BN-21830

Green Valley Farm near Baker, West Virginia, is rapidly becoming well known as a vacation spot. Horseback riding is just one of the lures. Wilson Teets received USDA assistance in developing a number of ponds, including one for swimming and a cold water pond for trout fishing. He also got technical help on wildlife management and allows guests to hunt for deer, turkey, squirrel, and grouse.

In 1961, Namon Hamrick converted 83 acres of cotton to a nine hole public golf course. In 1962, he had a gross income of $14,200—$11,000 of it from the golf course. In 1963, Hamrick received USDA's first major recreation loan to expand to 18 holes and build a clubhouse, picnic area and other recreation facilities on his farm near Shelby, North Carolina.

During 1963, USDA advanced $3.5 million to rural people to expand recreational facilities that will provide outdoor fun for city dwellers and rural residents alike in 164 areas of 41 States.

BN–2129

A young skier tries a slope at Chestnut Hills Ski Resort, outside Hanover, Illinois. USDA financing provided electricity for night lighting and power to operate the lifts and other equipment. The power is supplied by the Jo-Carroll Electric Cooperative. Recreation areas such as these benefit all Americans, providing new income for rural people and new outdoor recreation areas for city dwellers.

WATERSHEDS PAY DIVIDENDS

Recreation is an important by-product of practically every watershed project. Most flood prevention reservoirs are stocked with fish, and and can provide added income to rural people with such simple devices as this honor system. This sign is in Arkansas' Six Mile Creek watershed where sportsmen spend around $7,000 a year to fish in reservoirs located on farm property.

Ark-62204

Under the Food and Agriculture Act of 1962, USDA can help finance public watershed recreation areas and extra water storage for future municipal and industrial use, thus guaranteeing more useful water supplies for our growing population.

This plant, in Temple, Georgia, was built only after the company learned of USDA's plans for the Little Tallapoosa watershed project. It now employs 400 people, 90 percent of them from small farms in the area. The town of Villa Rica developed another of the watershed's reservoirs for its municipal and industrial needs and attracted a second RAD plant which will employ 200 people.

Nationally, the U.S. Department of Agriculture is helping local sponsors develop 933 watersheds to prevent floods and to store water for municipal and industrial use, recreation, fish and wildlife, and agricultural use.

Ga D7-77

BN-19608

Floods used to hit French Lick, Indiana, up to eight times a season, washing away crops and flooding businesses on Main Street. Hardly the place to build a new piano factory! But local townspeople joined with area farmers and USDA to get a watershed project going. With floods controlled, local people put up this new building and leased it to a piano firm employing 100 people.

By January 1, 1964, local people had asked for help in 2,039 watersheds. Of these, 933 have been authorized for planning and 528 have been completed or are under construction.

HIGHER INCOME FOR FAMILY FARMERS

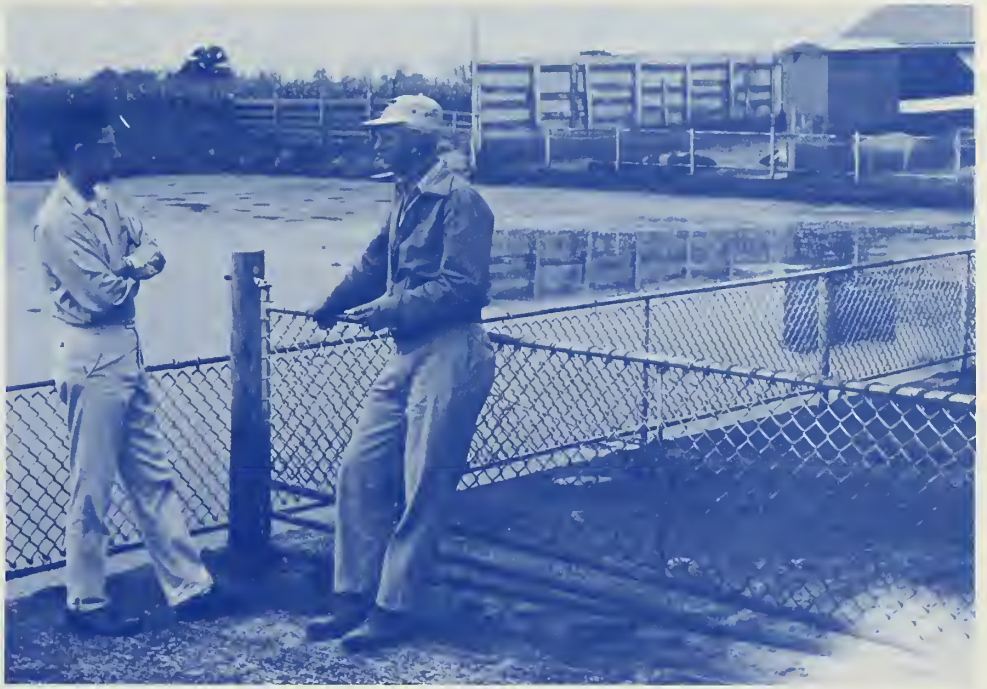
BN-21825

Five Pennsylvania apple growers heard a speech about RAD and got the idea for a marketing cooperative that sold more apples its first year ($506,000 worth) than their plant cost ($500,000). State and local sources raised all but $85,000, which came from an ARA loan. The plant provides five new full-time jobs, 40 part-time ones of six to seven months work a year, more business for local firms and thousands of dollars to the region's economy.

REA-15099

Above: An electric-powered debarking machine at a wood products company, financed by a USDA loan through the Northern Lights Electric Cooperative, Sand Point, Idaho. Mechanical debarking removes about 20 percent of the wood's bulk. Debarking at the logging site means more usable wood can be shipped in the same space, and it takes less room to store—a double savings.

BN-21228



N-47444

Above: Today's complex farm business requires sound management decisions. In cooperation with land-grant colleges, USDA conducts adult education programs to help farmers become better managers. In Wisconsin, 2,802 young farm families participating in farm management schools in 37 counties reported a 20 percent gain in net farm cash income. Here, Fayette County Agricultural Agent Phil Grover, left, discusses a management problem with hog producer Kenneth Walters near Washington Court House, Ohio.

Left: There are more than 400 uses for electricity on the modern farm, and at least 250 of them increase production or make farming more profitable. Here dairy farmer George Harrison puts an electrical feeder device to work. Harrison gets his power from Surry-Yadkin Electric Membership Corporation, Dobson, North Carolina.

BETTER RURAL HOMES

N-50801

A USDA official in Goshen, California, helps a farm laborer and his wife apply for a USDA rural housing loan that enabled them to move from this home . . .

. . . into this one. The farmworker and his wife and children did much of the construction work themselves, cutting costs.

In 1963, USDA made 13,600 housing loans valued at $125 million to provide new or improved housing for about 55,000 rural people, nearly triple the volume handled at the start of the 1960's.

N-50790

BN-21832

The $125 million in rural housing funds moved through the economy with a "ripple effect," creating an estimated 10,000 man-years of construction work and a demand for lumber, plumbing, heating and electrical fixtures, concrete, paint and furniture.

Congress expanded the housing program in 1962 to include housing loans to senior citizens, 62 years or older. In 1963, USDA advanced about $6 million to elderly people and builders to construct homes and apartments for about 1,000 senior citizens in rural areas. This project, the first senior citizen rental housing project in the nation financed with USDA insured funds, is located in Atlantic County, New Jersey.

BN-22460

NEW USES FOR CROPLAND

BN-21826

"Lazy M" ranch in Chumstick Canyon near Leavenworth, Washington, is one of 120 pilot recreation projects in USDA's Cropland Conversion Program. Bob Merry, son of the owner, is now assured full-time employment. He pen-raises 1,500 pheasants annually for release on a 200 acre hunting preserve. His father, Clayton Merry, plans to add sport fishing, camping, a kennel and stable, and guide service for big game hunters. All cropland has been converted to pasture, wildlife habitat and food plots and ponds.

The Cropland Conversion Program began on a pilot basis in 1963. The program provides cost-share and adjustment payments to farmers to help them convert excess cropland to recreation, grazing, woodlands, or other more economic uses.

BN-21828

Baby trout make the water boil as they fight for food tossed by Mrs. John Willy. Mrs. Willy and her husband raised some 38,000 fingerling trout for the 1964 season. About 1,000 to 1,500 people fished on the Willy farm in Hickman County, Tennessee, in 1963, most of them coming from Nashville, 50 miles away. With the help of Cropland Conversion funds, the Willys are expanding their fishing enterprise and adding a camping area.

Va.-W-98

Sportsmen in Washington, D.C., can bag pheasants, partridge and quail within an hour's driving time on the Philip Mitchell farm near Manassas, Virginia. Cropland Conversion financing and USDA technical assistance are making it possible for Mitchell to divert his 265 acres of grain to a shooting preserve. Hunters are charged $15 each, which entitles them to two pheasants on the well-stocked farm. Sorghum planted in contour strips provides excellent bird cover.

NEW IDEAS - NEW FARM MARKETS

BN-21018

BN-21229

Left: A recent USDA development added sweet potatoes to the convenience food list. It didn't take long for a RAD committee in Ville Platte, Louisiana, to see how this laboratory breakthrough could be put to work in their area. On November 4, 1963, a private company received a $105,100 ARA loan, to help build a $204,010 instant sweetpotato flake plant. The plant will provide jobs for about 130 people and a widened market for sweet potatoes grown in the area.

Below: Last year, this $2 million plant at Grafton, North Dakota, processed more than 40 million pounds of potatoes into instant mashed potato flakes using a USDA process. The potatoes, valued at $660,000, were all grown within a 30-mile radius of Grafton. The plant employs 175 local people and has a $400,000 annual payroll.

BN-21230

Left: From USDA's research laboratories have come important advances that are creating jobs and new uses for old products, giving RAD a big boost. On September 19, 1963, this $760,000 plant started producing an apple juice concentrate with a process developed by the Department. Operated by Tree Top, Inc., a cooperative, the plant provides a market for 50,000 tons of apples a year and created about 100 jobs in Cashmere, Washington.

MODERN COMMUNITY SERVICES

BN-22109

Construction starts on a $300,000 wing that will expand surgical, X-ray, and other facilities at Harrison County Hospital, Corydon, Indiana. The Hospital Board raised $50,000 and the County Commission provided $100,000 to match a $150,000 Accelerated Public Works grant through the Public Health Service.

A USDA loan not only kept 1,200-student Pfeiffer College near Albemarle, North Carolina, from possibly closing its doors, but allowed it to expand. The college formerly got its water from a well. When the well went dry, as it frequently did, water was pumped from a campus lake and purified with a surplus U.S. Army outfit. Recent droughts might have closed the school permanently if it hadn't been for the new water system financed by USDA.

BN-21831

The old emergency system.

BN-21833

Melvin Hearn, of USDA, and Dr. Lem Stokes II, president of Pfeiffer College discuss plans for the water line.

BN-21834

A new dormitory, the expansion made possible by the USDA water loan.

Before USDA made a $113,000 water association loan to the South Morristown-Witt Utility District in Tennessee, this school with its 275 students, had to depend on a well for drinking water and fire protection. Now, not only are the children assured safe water, but the school has adequate fire protection. The fire hydrant is the only one within seven miles.

N-48550

DEVELOPING OUR NATIONAL FORESTS

Logs from a National Forest operated by USDA hit the water at a sawmill run by Greys River Lumber Company, one of the three large mills in Star Valley, Wyoming, built or expanded as a part of the RAD activities. A $200,000 Small Business Administration loan helped finance this mill.

BN-21232

BN–21227

Above: Expansion of the Greys, Star Valley, and Cliff Creek lumber firms has been a major factor in the economic growth of the Star Valley area, and in its largest town, Afton, Wyoming. The elkhorn arch is indicative of the good hunting in the nearby National Forests. Vacationers also find Star Valley a delightful summer retreat.

RAD leader, Dr. O. B. Perkes, reporting on what RAD had meant to the area, said: "A year ago the hospital was $13,000 in the red. Now it is $6,000 in the black. School teachers' wages have increased. Old bills are being paid. We are finding ways to supplement our basic dairy agriculture and keep more of our young people in our valley. There has been much less unemployment this summer."

Below: Mr. and Mrs. John Schwartz and children, of Evansville, Indiana, drove 130 miles round trip to spend an afternoon swimming at Hoosier National Forest in Perry County, Indiana.

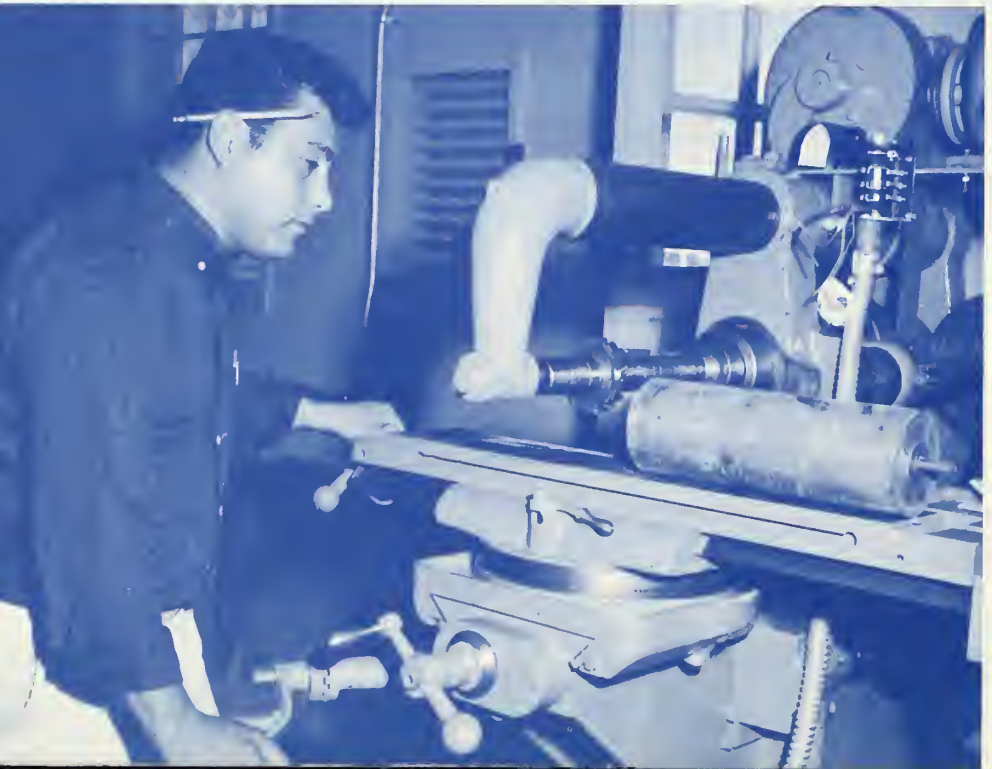
Recreation visits to the National Forests soared to about 125 million in 1963, an increase of 12 million over 1962.

N–50178

TRAINING FOR NEW JOBS

This man is learning to operate a horizontal milling machine as part of an Area Redevelopment Administration (ARA) machine shop course in Laredo, Texas. Federal training programs help ex-farmers and other rural residents develop skills to match job openings in the area, or to prepare them for work which can be made available by development of local resources.

BN–22462



N–50357

Secretary of Agriculture Orville L. Freeman talks with a training school student at Salem, Indiana. The Departments of Labor, Commerce, and Health, Education, and Welfare train rural people in new skills to help them obtain jobs in RAD plants. Here trainees are being prepared for work in a shoe factory financed by local people and the ARA.

N-48561

More Johnson County, Tennessee high school students can stay in the county if they wish because of new job opportunities created by the local RAD effort. The county recently consolidated its schools and now plans to build a new high school. Quite often a goal of local RAD committees is the consolidation of understaffed schools to provide better education facilities.

RAD Objectives

- To preserve and improve the family farm.
- To make continuous and systematic efforts to eliminate the many and complex causes of rural poverty.
- To increase the incomes of rural people and to eliminate the causes of rural underemployment.
- To strengthen and expand farm and other rural cooperatives.
- To provide improved educational facilities and job training that will allow rural people, particularly the young, to develop skills and talents sought by employers in our changing and automated society.
- To expand job opportunities faster by stimulating investments in rural areas to develop industry, commerce, recreation, crafts and services of all kinds and facilities that will attract professional and technical people.
- To help develop in a rapid but orderly way a wide range of outdoor recreation facilities on both private and public land, thus providing a new source of income for rural people and new, more accessible recreation areas for city dwellers and suburbanites.
- To find new uses for cropland now producing surplus crops and to promote adjustments that will balance land use with national needs.
- To protect, develop and manage our soil, water, forests, fish and wildlife and open spaces.
- To help rural people build central water and sewage systems, roads, schools, hospitals and other community facilities that are standard in metropolitan and suburban areas of the United States.

For more information on Rural Areas Development write:
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Washington, D.C., 20250

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